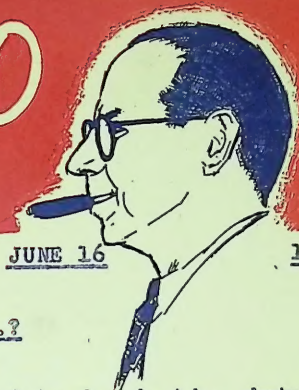


# Ballyhoo



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## A MAN IS JUDGED BY ...?

How can a man prove his worth? ... That my friends, is the sixty four buck question ... The obvious answer is, by the practical results of his efforts ... I can't help but wonder if that rule is entirely infallible. If it is quite fair to the manager, and to his employers ... The results of honest, applied effort can't always be measured in terms of box office dollars ... any more than we would think of putting a price tag on goodwill resulting from a public relations job well done.

It's easy to bang the drums and attract a lot of attention to oneself when sitting on top of what we call a "natural" situation ... A modern house, glamorous front, beautiful entrance, soft carpets and the latest in seating comfort ... added to the last word in screen and projection equipment. Such a house naturally rates the best the producers have to offer ...

Such a house provides the manager with a means of glamorizing himself ... Every time he does a good selling job, it shows ... and some of the glamour can't help but rub off in the process. It's natural ... and it's expected.

But how about the other side of the picture? How about the unsung hero of the "B" type, sluff situation? Here we have a manager with none of the advantages of his richer neighbour, and ten times his headaches ... He has to run twice as fast and twice as far just to stand still ... He can pour his whole heart and soul into the job of keeping his theatre alive ... spend every waking hour dreaming up ways and means of keeping his head above water ... slugging it out in open competition with his more fortunate brethren for just a spark of executive recognition. And for what? ... To what ultimate end?

He does it because he loves the business he's in, and simply refuses to be discouraged ... He does it in the hope of some day being promoted to a more productive property ... He does it because it's his nature to carry a job through to its natural conclusion ... He does it because it's his job.

I just want to leave this thought ... Satisfaction in a job well done may be its own reward ... but public approbation and reward are the food and drink that keep a "slugger" from giving up ... shrugging his shoulders ... and thinking, even if he doesn't say it ... "What's the use?"

D.E.K.

# Ballyhoo

YOU SAID IT

# BONANZA

Well, we're nearly there ... the end of our current six month drive ... our BALLYHOO BONANZA. In our last issue we published the standings to date ... How do you stack up? There's still time to get in the swim, you know.

So far the following are still in the running for that fat 5000 point bonus for consistency ... and brother ... can it make some difference when the final points are counted. Remember our last drive?

Ted Doney ... Mel Jolley ... Bob Harvey ... Art Cauley ... Eddie Landsborough ... Al Hartshorn ... Len Gouin and Norm Gray. The others have fallen by the wayside ... but it doesn't mean they're out cold ... not by a long shot ... Look at the score-board again. The extra five thousand just gives them that much more of an edge ... and, naturally, sets them up as year-round ballyhoopers.

We're having a party at the end of this drive ... and you're invited. That is, if you happen to have a monthly win ... First or second to your credit. Let's see who's eligible to date ...

I see Jim McDonough ( sorry James, you're a D.M. now ... in my class ... not eligible) ... Bob Harvey ... Art Cauley ... Eddie Landsborough ... Paul Turnbull ... Al Hartshorn ... Len Gouin ... Olga Sharabura ... Jack Bridges and Bob Nelson. Should make a fair looking honour group ... huh?

Still room for four more ... and I'm thinking of this month's winners. Are YOU thinking of joining us? You'll have to get cracking ... We're waiting.

McDONOUGH PETED

In an atmosphere charged with sentiment, the "B" District gang, and a host of friends, gathered in the Royal Connaught hotel in Hamilton, on Thursday evening June 10th, to pay tribute and bid farewell to Jimmy McDonough, on the eve of his departure for his new home and his new executive post in the Maritimes.

Rye Bossin and Max Chic represented the Canadian trade press. Alex Muir and Johnny Robinson were there from the Spectator ... Bill Cranston, v.p. and general manager of C K O C was on hand for the festivities, and Magistrate Harry Burville represented the long arm of the law ... In all, sixty guests were on hand, and it is to Paul Turnbull's everlasting credit - Paul organized the affair and acted as M.C. - that fewer speeches were made than at any comparable "de" in the past decade ...

Talk about "Man Bites Dog" ... the newspaper gang, and the lads on C K O C presented Jimmy with appropriate gifts ... "Now maybe we'll have some peace" sighed Bill Cranston ... Duncan Campbell, proxy of the Hamilton Theatre Managers' Association made a presentation on behalf of that August body ... and yours truly turned over to Jimmy as a mark of our esteem and affection, a very handsome black marble desk set. A Beautiful bouquet of carnations and roses was delivered to Bess McDonough to coincide with the presentations to Jim.

Jimmy will long remember this evening ... and so will all who were privileged to be there ... Lots of luck James, boy ... and remember ... all the good wishes expressed by those present came straight from the heart ...

X.X.X.X.X

A few days before the District party, the staff of the Tivoli theatre got together after the evening performance, to bid manager Jimmy McDonough, God-speed and good luck in his new job.

Cashier Anne Merigold presented Bess McDonough with a bouquet of roses, and assistant manager Doug Mickleboro presented Jimmy with a leather business case, on behalf of every member of the theatre staff.

Refreshments were served in the lounge ... amid the wreckage of the current renovations ... speeches were few and brief ... and the evening was pronounced a distinct success by all present.

X.X.X.X.X

What price PUBLIC RELATIONS? ... You should have been at the District party for Jim ... Bill Cranston told me that Jimmy had done more to raise the stature of the entertainment business in Hamilton than any other person in the past twenty years or longer ... Johnny Robinson didn't know how he was going to get along without the beaming presence of the Happy Irishman ... The local managers' association can't help but miss his calm logic and steadying influence.

Everybody in Hamilton ... in and out of the trade ... will miss James Peter. Everybody is happy at his promotion ... Everybody is looking for big things from him in the Maritimes. Carry on, Hamish.

## LOTS OF PRIZE \$\$\$ MONEY

Looks like the smart showman can sit back and knock out a pretty good living by reaching out for some of the prize money there is floating around these days ... Forgetting our BONANZA deal for the moment ... I have a note from Jimmy Nairn, advising that R.K.O. have sprung for \$500.00 in prize money for the best selling jobs submitted on their ROB ROY ... This contest is exclusively for Famous Players' managers, with three hundred bucks for the winner in a large situation, and two hundred for top man in the smaller theatres.

This is one time that I expect EVERY ONE OF MY MANAGERS, who has played, or is going to play ROB ROY, to submit a campaign, and I'm not kidding ... I have seen prize awards go to campaigns which in my opinion didn't hold a candle to some of the work turned in by our gang ... simply because you guys are either too rich and don't need the extra gravy, or are just too lazy to sit down, dress up your selling job, and send it along.

Well, this time it's going to be a little different ... I'm not going to have Jimmy tell me there were no entries from this gang ... I am personally checking all my dates on ROB ROY, and if your campaign doesn't arrive within a reasonable time after the picture has played your theatre ... Brother-r-r ... you're gonna hear from me.

We're supposed to be Ballyhooin' showmen in this group ... So ... let's do a little ballyhooin' ... and let's knock off some of that prize money ... At least, let us make a real try.

And that means you Olga, and Ted Doney, Bob Nelson ... It has already played your houses, and each of you did a pretty fair job on it ... Now let's have the practical results. And the rest of you ... Bob Harvey, Al Hartshorn, Eddie Landsborough, Art Cauley, George Forhan and Jack Ward ... Your dates are set ... GO AFTER IT ...

I expect to hear from EVERY ONE OF YOU ... Please don't make it necessary for a follow-up.

X.X.X.X.X

And watch for news of another prize contest from I.F.D. in the next issue of BALLYHOO ... Everybody's just begging to give away dough ... Reach out for some of it. I'll let you buy me a coke if you win ...

X.X.X.X.X

## WEDDING BELLS

On Tuesday evening, June 8th, Bob Campbell, erstwhile assistant at the Capitol in Sudbury took unto himself a wife in the person of Helen Longchamp. The marriage was solemnized in the chapel at St. Andrews United Church in Sudbury.

On their return the couple will make their home in Toronto, where Bob is the newly appointed manager of the Eloor theatre. Congratulations folks ... and here's to a long, happy married life.

## DON'T SELL YOUR SHORTS "SHORT"

Norman Moray, Warner Brothers' shorts boss was in my office the other day, and we had quite a chat about the sales value of today's short subjects. Mr. Moray gets out a monthly short subject bulletin, complete with synopsis and selling angles ... and I was able to convince him that my managers could make good use of this service ...

You're on the mailing list now ... so please, fellows ... let's not restrict our short subject selling to a six point line in the newspaper ad reading ... "Selected Shorts"... Your customers like good shorts ... tell them about yours ... Sell them on your front ... your marquee ... your display frames ... Use illustrations, tell them the story ...

In short ... Go out and really SELL your SHORTS.

X.X.X.X.X

## THREE COINS IN THE FOUNTAIN

Fox is really hot on this one ... and so is everybody who was privileged to witness an advance screening ... It's good and it's saleable ...

I have a note from Sammy Glasier, detailing the selling campaign he has lined up ... and it's really good. Decca have bulletined their dealers across the country advising them of your play dates ... Follow up on it. All Doubleday dealers have been alerted. Go after the book tie-up. Read your press book ... it's chock-full of good ideas.

That's gold in "THREE COINS" ... if properly exploited ... It's up to you to dig some of it. Let's go.

X.X.X.X.X

## MIDNIGHT SHOWS

July 1st is almost here ... an opportunity for some extra bucks via the midnight show route ... What have you done about it? Your becker is awaiting word from you, and if he doesn't hear within the next couple of days, I'll give him the go-ahead, myself.

I'd much rather that you sent along your thoughts on the subject ... but we ain't gonna just sit and wait for you to make up your mind. Get on the ball, Guys.

X.X.X.X.X

## ADVERTISING APPROPRIATIONS

There are no more "Automatic appropriations" on Fox CinemaScope attractions ... and unless you are so advised by Jimmy Malra, the dough you spend over and above your regular budget, is your own. Check your bookings carefully ... and if you feel that you should spend a little extra ... make the proper application for the increase. Otherwise it's going to be regarded as an overage, subject to explanation.

## BEATING THOSE "BALLYHOO" DRUMS

I see a few more names in the trade press this week ... M.P. HERALD lists among its "Showmen in Action", Bob Nelson and Len Goulin ... BOXOFFICE carries a good story on some of Jack Bridges' work ... and S.T.R. in its "Exploitorial" column gives credit to Jim McDonough and Art Cauley ... as well as a long story on another page, dealing with the selling job Bob Harvey did on ROSE MARIE.

Guess John Haggie needs some dough ... I see a personal letter from him to each of the managers he books, exhorting them to greater efforts, for their own sakes ... and John's. I also have copies of their replies ... and it adds up ... Just like a good team ... manager and booker work together to a common end ... Can't help but pay off ... but don't spend that twenty five bucks yet, John ... Maybe Patte or Herb may have something to say about it ... Are you listenin' fellows?

So far I have two entries for the "Best campaign book" prize ... One from Paul Turnbull and another from Bob Harvey ... Thanks gang ... that's what I call real co-operation ... TWO WHOLE ENTRIES ... Of course I may be mistaken, and they're going to pour in during the remaining few weeks in our BONANZA drive. Some swell stuff has crossed my desk during the past five and a half months ... All you have to do is dress some of it up and send it in to me ... Could win you an extra two bits ... I'll expect to hear from all of you before this month is out ...

I have an interesting letter from Art Cauley, part of which reads as follows ... "Just happened to be looking through the files, and realize that this week's entry will make us a continuous weekly "Ballyhooer" for more than 70 weeks in a row, with over 800 individual stunts, etc. God Willing, I will still be at the typewriter when I can proudly say ... 170 weeks ..."

Art has been one of our most consistent, and hardest working ballyhooers ... and we certainly hope he'll be around for a long, long time. It's a pleasure to open that weekly batch of stuff from out Peterboro way ... Keep punchin' Arthur.

And now ... I suppose I should get on with the job of reporting some of our gang's ballyhoo activities ... So, what are we waiting for?

## CAPITOL - ST. KITTS

With Vern still vacationing, Arlie Katzman took over and turned in some pretty fair selling ... He contacted Jack Dawson of the local radio station and arranged for the title tune from RIVER OF NO RETURN to be played on several daily deejay shows ... with lots of good theatre and pic mention.

Also invited the same Mr. Dawson to come in and listen to the CinemaScope short "First Piano Quartet" ... The gentleman was so impressed that he played fifteen minutes of their recordings, including the ones on the screen, on his program "Invitation to Good Music" ... Really did a bang up job on it, and recommended the subject to all his listeners.

## BROADWAY - TIMMINS

Bob had some giant kites made up, and appropriately lettered with HANS CHRISTIAN ANDERSEN copy, and had them flown all along his main drag during the attraction's run at his theatre ... He also just managed to sneak the sound track music into his C F C L program each day during the run.

On THREE SAILORS AND A GIRL, Robert pressed three young sea kaydets and a comely lass into service, had them suitably placarded, and sent them out to parade around the city's business district during peak traffic hours ... They distributed 2,000 of the "Old Salt" gag envelopes. In addition, a small boat was promoted, which was attached to the rear of a car and towed around town ... So what? So, in a boat a six sheet cut-out of Jane Powell, big as life, surrounded by good selling posters and banners.

A good scene on an off-theatre page, plus an excellent story on the Women's page complete Bob's offering for this week.

## SENECA - NIAGARA FALLS

Well, Jack's finally made it ... the local radio station, C H V C came through with an excellent story about ROMAN HOLIDAY and Audrey Hepburn, on the popular afternoon program "Lady of the Day" ... Total cost, a couple of guest admissions to be used as prizes for the best letter telling why the listeners liked Audrey as the princess in the film story.

## CAPITOL - PETERBORO

For BAIT, Len borrowed a couple of fishing reels and a large tin fish, displayed them in his foyer several days prior to opening. A card, made up to suggest words coming from the fish's mouth read, "Cleo Moore is the BAIT in a mantrap" ... Cards were also attached to the ends of the reels ... This was a novel stunt and drew much attention ... The fish and card were later moved to the front of the theatre.

Len made good use of the old barrel and peep-hole gag ... On each side of a large barrel he had printed ... "This is the BAIT, Take a peek ..." The inside of the barrel was lit up with an electric bulb and the viewer could see a 22 x 28 of Cleo Moore, plus some very catchy selling copy ... Nice stunt.

C H E X was most co-operative, coming through with some really bang-up free promotion on LIGHT OF THE SILVERY MOON ... A twenty minute program devoted exclusively to the feature, highlighted the activities. This was augmented by many free announcements, and many of the tunes from the picture.

A good two column scene on MOON in both the Retlew and the Lakefield News ... Len's Robin Hood, Foto-Nite deal still going strong, assuring the theatre of plenty of free time over the Milling Company's daily radio program.

Not bad, Leonard ... but what's happened to the pages and pages of stuff we sorta got used to expecting from you every week? Tired, hey?

## TIVOLI - HAMILTON

Jim starts off by saying that he's been too busy to do very much ballyhooin' this past week ... and frankly I don't know how he managed to concentrate on his theatre at all, what with arrangements for moving to Halifax, keeping an eye on the renovations, and of course, the many affairs being held in his honour ... Guess that's the mark of a good manager ...

He did manage to send in a tear sheet showing an excellent tie-up ad with the local Beautyland Salon, featuring art and good credits for his current attraction RIVER OF NO RETURN.

## ALGOMA - SOO

Norm has been a pretty busy lad this past week ... his wife Pearl has been in the hospital undergoing surgery, leaving him in charge of the roost ... I'm pleased to report that Mrs. G. is now well on the road to complete recovery, and all's well again.

Norm managed to effect an excellent tie-up with a local jeweller which resulted in a good window on KISS ME KATE ... For his date on HONDO, he created a novel, life-size cutout which was placed on the street in front of the theatre, plugging both the feature and the new improved 3-D glasses.

## CENTURY - HAMILTON

I see another co-op page in the Hamilton Review this week, on MIAMI STORY ... How long's this been running, Mel?

For a free admission George Wilson of C H M L plugged the film on his nightly Variety radio program ... Display cards were placed in the windows of Lucas Travel Agency, and Hemming Bros. ditto. plugging the low summer fares to Miami.

## PALACE - GUELPH

LUCKY ME rated Herb a scens on an off-theatre page of the Mercury. Herb also tied in the Columbia record people, with the result that Kelly's music store devoted a fair portion of their weekly newspaper space to art and selling copy from the picture.

The alarm clock gag was used in Vorvis' restaurant, in connection with LUCKY ME, and anyone who happened to be paying their check when the alarm clock went off was treated to a free admission to the Palace. (The clock didn't go off too often...) The deejays on C J O Y came through with many plugs using tunes from his current and coming attractions.

## REGENT - OSHAWA

Al sends along this week's I SAW tear sheets ... they're getting better all the time ... He also arranged for the local newsboys to insert copies of his monthly calendar in their papers, assuring him of good house-to-house coverage.

The Mystery Personality program still being aired over C K L B, assuring the Regent of many good, free air plugs.



## CAPITOL - NORTH BAY

That boy Robert Q never ceases to amaze me ... he cries and he cries, about the unco-operative Nugget, the unco-operative merchants, the unco-operative so and so's ... so what happens? He comes through with co-op newspaper ads, co-op merchant deals and co-op just about everything else, including those so and so's ... No points for the obvious build up, me lad ...

Bob's feature was NIGHT PEOPLE ... and he started the ball rolling by coming up with a double truck spread on the day before opening ... On opening day a local all night garage ran an ad slanted at the local NIGHT PEOPLE ... On the same day, North Bay Confections, bless 'em ... devoted about three quarters of their newspaper ad to Robert's feature ... and on the last day of the run, a local eatery which stays open all night reached out for the NIGHT PEOPLE. Now that's what I call real UNco-operation ...

Bob promoted 1,000 book matches which members of his staff handed out on the street with a neat card reading "This is to light you way to NIGHT PEOPLE ..." A student was sent out to clean all the windshields in the down town area, leaving a neat card on each, promoting NIGHT PEOPLE and CinemaScope.

Two local service stations remain open all night ... So-o-o naturally Robert arranged for good displays several days in advance. In the lobby, an eye-catching display of newspaper headlines stopped the incoming and outgoing customers, with good selling copy ... This was extended to the street, where newsboys were provided with dummy headlines taken right out of the press book ...

The "Hollywood in Review" program over local air waves gave Bob full picture credits plus comments on the stars appearing in the picture, using a different star on each of the four days ... The station also carried a good story on CinemaScope on the day before opening ... Liberal air mention on both the Lever's and Gerald Edmonds' daily program.

For his MAN BETWEEN date, Bob had a couple of youngsters riding their bikes around town with good display banners suspended between the frames.

## CAPITOL - GALT

Something I'm extremely pleased to see from out Galt way ... Eddie reports that after a lot of needling, cajoling, begging, he has finally succeeded in getting the local Reporter to come through with an I SAW deal ... The contest is still in the missionary stages, but as soon as the letters start coming in, brother-r-r, we're off to the races. Nice going Ed ... persistence does pay off, what?

Eddie did a bang up campaign on COUNTRY PARSON, and enjoyed the best business his house has turned in in some time ... Personal contact was the keynote of his campaign. Heralds and personal letters were mailed to the rural routes, and the local newsboys inserted heralds in their daily newspapers for a week in advance.

Thirty elderly inmates of the Eventide Home were Ed's guests for a showing of the picture. Good P.R.

ORPHEUM - 500

For her showing of IT SHOULD HAPPEN TO YOU, Olga tied in with the Lois Style Shoppe, and wound up with their whole front window, featuring "IT SHOULD HAPPEN TO YOU fashions" ... Very effective.

Olga's usher, bedecked in a sandwich board reading ... "Have a HOLLIDAY ... see our big HOLLIDAY laff show, etc." paraded the streets during peak rush hours.

PARAMOUNT - PETERBORO

Well ... what a surprise from Arthur ... He finally cracked one of his local merchants who came through with a seven inch cut of La Monroe, to grace their 300 line ad, ... the dealer was Cherney's, who plugged their lawn Boy chairs. As this is a supplier-retailer shared ad, Art had to cover both ends ... At that he wound up on top ... and in the Examiner, at that. Why so tight with the tear sheets, boy?

Names in the News deal still going strong in the Examiner, with a free ad right in the middle in return for a couple of Oakleys. A good two column scene of Danny Kaye as ANDERSEN in both the Review and Lakefield News ... Both papers also carry the Community page, in which Art gets himself a ten buck ad in return for two guest tickets.

The Kist Good Deed Club still being aired over C H E X three times a week, with liberal mention for the Paramount ... A deejay pal of Art's slipped in more than a dozen plugs for ANDERSEN, and Art finagled the announcer of the Daily Children's Story Time program into plugging the picture each day at 5.15 ...

A new restaurant opened across the street from Art, and being a good neighbour he sent over a floral spray ... surrounded by art on his current attraction. It wound up in the Eatery's front window ... A full page newspaper ad announced the opening, and we weren't surprised to see in block letters - "Right across from the Paramount" smack in the middle.

The Empress Hotel again placed a 40 x 60 in the centre of their lobby ... Art contacted all Public and Separate School teachers, asking them to recommend ANDERSEN to their classes ... He checked, and they did.

Art's special nine by seven foot board was borrowed by the Tem Travel Agency who used it in front of their office to plug their Western tours ... Naturally, copy on the board read, RIVER OF NO RETURN...

ROYAL - GUELPH

Ted tied in with Kelly's Music Store who used good art and copy in their daily newspaper ad to plug his current attraction RHAPSODY. His I SAW deal still going strong, six days a week.

Two column scenes in the Mercury on each of RHAPSODY and PHANTOM OF THE RUE MORGUE.

CAPITOL - SUDBURY

Jeff got an excellent window display set up in the front window of Seymour's Men's Wear ... a huge cut-out of Monroe and Mitchum, with lots of sales copy on REVEROP NO RETURN occupied the whole window. A card accompanying the display read ... "You don't have to be a Caveman ... You can knock her dead with a Seymour suit ..." this catchy by-line caused lots of comment ... Didn't hurt the pic.

Six window displays, making good use of several 10 x 12 photos, as well as smart illustrations gleaned from the trade mags, were placed in prominent windows along the main drag.

CAPITOL - WELAND

George reports that he has completed all preliminary arrangements for the Walt Disney cartoonist who is scheduled to visit him this week ... details of this deal covering all our towns should be in my possession by next week, and will be reported in that issue.

THE COMMAND gave George a chance at a cute Western gag ... Northside Dairy provided a Western type wagon, which made the round of welland ... A Wild Bill Hickock looking character, flowing moustache and all guided the brones ... Signs along both sides read ... "I'm on my way to the Capitol to see THE COMMAND" ...

X.X.X.X.X

That looks like it for now, folks ... I could go on writing for several more pages ... Plenty to write about ... Like, what's the matter with you "Pointers" ... Get in there ... You're holding up the works ... Don't you need that prize money?

But, you've heard it all before ... and will probably hear from me again, in time for the next issue ...

So ... why take up valuable space and time? Besides, I've got to give this machine a chance to cool off ...

And, all I wanted to say was ...

So long until next time ...

Which means, about one week from today ...

Be seein' you then.

D.E.K.